

**STATE OF WISCONSIN  
CLASSIFICATION SPECIFICATION  
TOURISM SPECIAL ASSISTANT**

**I. INTRODUCTION**

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Admin. Code, for making classification decisions relative to present and future positions that function as Tourism Special Assistants in the Wisconsin Department of Tourism. This classification specification is not intended to identify every duty which may be assigned to positions, but is intended to serve as a framework for classification decision making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This classification encompasses positions that function as Tourism Special Assistants. Positions allocated to this classification series perform specialized technical assistance and administrative duties necessary to support various Tourism areas of specialization where the State provides services to the Tourism industry. Positions allocated to this class provide support to one or more Tourism Coordinator positions or provide assistance to the tourism industry in services of narrow scope and complexity.

C. Exclusions

Excluded from this classification are the following types of positions:

1. Positions that do not spend the majority of their time (50% or more) performing duties that are more appropriately classified as Tourism Special Assistant.
2. Positions that spend the majority of their time performing professional duties that are more appropriately classified as Tourism Coordinator.
3. Positions that spend the majority of their time performing public relations duties that are more appropriately classified as in a state agency other than the Department of Tourism.
4. Positions that spend the majority of their time performing duties that are more appropriately classified as Grant Specialist.

5. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into This Classification

Employees enter positions within this classification by competitive examination.

E. Terminology

1. Areas of Specialization:

- **advertising:** attracting public attention to the tourist attractions and events offered in the State of Wisconsin.
- **education:** educating the public and tourism industry regarding effective ways to improve the tourism industry.
- **film promotion:** encouraging persons to produce films in Wisconsin that will enhance the image of this state, its communities and countryside.
- **heritage:** establish, administer, and coordinate state and local participation in a heritage tourism program to assist political subdivisions in assessing the resources available for heritage tourism, analyzing current interest in heritage tourism and developing and implementing plans to increase heritage tourism.
- **international:** extending tourism in Wisconsin to other countries who may be interested in Wisconsin attractions.
- **public relations:** promoting a favorable relationship between the Department of Tourism and the public.
- **research:** collection and evaluation of consumer and industry data used to develop marketing strategy.

2. Complexity: Considers the nature, number, and variety of task inputs (information and materials received); the degree to which actions to be taken are pre-established or standardized; the nature, number, and variety of steps, methods, or processes needed to complete each task; and the number and variety of tasks needed to accomplish each goal

## II. DEFINITIONS

### TOURISM SPECIAL ASSISTANT

This classification is used as an entry level progressing to an objective level for positions that perform Tourism Special Assistant work. Work is performed under close progressing to general supervision.

Positions allocated to this level as an objective level perform duties and tasks are frequently non-routine. Positions resolve most problems, refer only the most complex issues to higher levels, and handle a variety of duties and tasks. Positions either: 1) provide specialized support to one or more Tourism Coordinator(s); **OR** 2) provide specialized assistance to the tourism industry in narrowly focused, standardized services supporting one or more areas of specialization such as the Joint Effort Marketing (JEM) grant and tourism youth apprenticeship services. Work is performed in accordance with guidelines and is reviewed through program reports and progress conferences under general supervision.

**Represented Positions**

JEM Grant/Youth Apprenticeship Program Manager - This position spends the majority of time administering Joint Effort Marketing (JEM) grants. JEM grants are offered to non-profit agencies to assist them in promoting a special event. The grant procedure is standardized, adhering to specific rules, with the authority to approve the grants given to the Governor's Council on Tourism Marketing Committee.

Public Relations Assistant - This position provides support to the Public Relations Coordinator. This includes working with the public relations agency of record and the media to provide information regarding Wisconsin travel, Department programs and policies and the travel and tourism industry; verifying and editing written materials relative to Wisconsin travel; write speeches, releases and Wisconsin travel text; manage the Department's weekly radio network to include the production of broadcast messages.

**III. QUALIFICATIONS**

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

**IV. ADMINISTRATIVE INFORMATION**

This classification series was created as a result of the Tourism study, part of the Professional Program Support Personnel Management Survey, which was implemented effective May 11, 1997 and was announced in Bulletin CC/SC-66.

This classification was collapsed and created effective May 18, 2003 and announced in Bulletin MRS SC-158 as a result of the WPEC Broadbanding and Class Collapsing Study.

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